

What to Sell Part 1

Key point 1

When deciding what to sell, you should eliminate any tendency to get emotionally attached to a niche, or a type of product.

This is a business and the purpose is to make money. If you get emotionally attached to the idea of selling a particular thing, you will have 'tunnel vision', which you definitely do not want to have!

Key point 2

Profit margins are almost always smaller when you drop ship, than they would be if you were buying stock in bulk. There are certain guidelines to follow in order to make sure that you are getting a good enough profit margin (we will cover this shortly)

Key point

Don't worry about competition. There is competition for everything. If there is no, or very low competition, that means the demand is not high enough.

Let's move on....

